

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)

CLASS: MBA  
BRANCH: MBA

SEMESTER : III  
SESSION : MO/19

SUBJECT: MT549 DATA MINING

TIME: 3.00Hrs.

FULL MARKS: 50

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) Define the role of data mining in Marketing. [5]  
Q.1(b) Explain the Data mining issues and challenges. [5]
- Q.2(a) Discuss the role of Data mining in CRM. [5]  
Q.2(b) Define Priori Algorithm with example. [5]
- Q.3(a) Explain Association rule in data mining. [5]  
Q.3(b) Explain classification in data mining. [5]
- Q.4(a) Define K-Means Clustering algorithm. [5]  
Q.4(b) Describe Neural Networks. [5]
- Q.5(a) Define Fuzzy sets and its application in data mining field. [5]  
Q.5(b) Describe Decision tree and its applications. [5]

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